



Info@starklawlibrary.org

Stark County Law Library Association

July 2005

BEGINNERS

Justia

The email address, info@starklawlibrary.org really works! TRY IT!!

Based in Palo Alto, CA and led by former CEO and FindLaw co-founder Tim Stanley, the Justia team is comprised of computer scientists, lawyers, librarians and marketing professionals with over 100 years of legal online and engineering development experience whose goal is to significantly increase your visibility to prospective clients, making the most of the money you invest on your overall web presence. ¹

They meet their goal by offering several combinations of website solutions providing both structure and content for your firm's website with "a range of features and price points (from free to a choice of very competitive pricing options)... Tim and his expert team have set a new standard of website design in combination with search engine optimization targeted to serve the entire community, from solos to large firms." ²

Justia is focused on bringing the best legal and consumer information to the online community through the Justia Web site <<http://www.justia.com/index.html>> by working with educational, public interest and other socially focused organizations. Learn more about the

various Justia Public Interest and Pro Bono Projects at <<http://www.justia.com/public.html>>

Sabrina Pacifici highlighted one of their other public service offerings - "a comprehensive auto recalls center at <<http://auto-recalls.justia.com>> with free RSS feeds of National Highway Traffic Safety Administration auto recalls for every make, model and year." ³

The "Justia Free Sixty" <<http://onward.justia.com/useful-tools-web-sites-50-justia-free-sixty-60-essential-free-competitive-intelligence-resources-for-your-legal-desktop-1-11.html>> is "60 essential free competitive intelligence resources. That's not 'essentially free,' but free (costs nothing) essential resources." ⁴

Justia, on their Legal SEO Blog, tells law firms why they should use competitive intelligence:

To succeed in today's business environment, you must know more about your own business than your competitors do. And, you must understand more about your clients' businesses, than your clients do.

BEGINNER (CONTINUED)

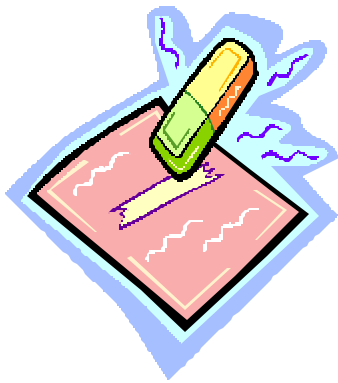
Justia

The first challenge is identifying sources of competitive intelligence. Thankfully, the **amount of business intelligence available on the internet continues to grow**. However, you **must be able to effectively channel this flow of information** to avoid drowning in an ocean of data.⁵

Their blog at <<http://onward.justia.com/>> will keep you posted on their latest information and developments

INTERMEDIATE

Redacting in PDF



Way back in January of 2003, this column discussed the redaction of PDF documents, but I don't think that it would be appropriate to leave the topic of PDF's without revisiting redaction - it is too important and it's been too long since its discussion.

In case you have forgotten, redaction is the removal or obscuring of certain text before releasing a document to the public. With paper documents, it is pretty simple. Just take a black Magic Marker and color over the text and then make a photocopy of it. Redacting PDF documents doesn't work quite the same way. **DO NOT** redact by placing black boxes over sensitive information. It is fairly easy for anyone to access the information redacted in this manner.⁶ "Changing the font to white does make it look like the words disappear, *but they*

don't! Adobe Acrobat (any version) by itself can **not** redact a document using any of the built in tools."⁷

Appligent.com <http://www.appligent.com/products/product_families/redaction.php> Has several plug-ins (add-on software) for Adobe that do a very good job of redacting. These products are not cheap, but if you are redacting a PDF you are going to distribute, cost shouldn't be an issue. The Appligent family include: Redax \$350, Redax Lite \$200, and Redax Enterprise Server (no cost provided).

Check out Dave Fishel's informative PDF for Lawyers May 25th post, "PDF Redaction -- Some Q&A" <http://www.pdfforallawyers.com/2005/05/pdf_redaction_s.html> for further information. On the consequences of poor redacting, from the article:

INTERMEDIATE (CONTINUED)

Redacting in PDF

Haven't seen any cases where an attorney faced a malpractice claim for failing to understand the basics of his office software, but surely that day must come. There are certainly penalties for government entities and personnel that violate

the Privacy Act and other statutory and regulatory requirements.

Plus, you look inept, which can't be good from a professional standpoint.⁸

ADVANCE

**Compelling blogs +
compelling
Podcasts = One
powerful media
streaming source**

Let's begin our new topic with an explanation of podcasting from the Wikipedia:

Podcasting became popular in 2004 as a method of publishing sound files to the Internet, allowing users to subscribe to a feed and receive new audio files automatically. Podcasting is distinct from other types of audio content delivery because of its subscription model, which uses the RSS 2.0 file format. This technique has enabled independent producers to create self-published, syndicated "radio" shows, and has given broadcast radio programs a new distribution channel.

Users subscribe to podcasts using "podcatching" software (also called "aggregator" software) which periodically checks for and downloads new content. It can then sync the content to the user's portable music player, hence the portmanteau of Apple's "iPod" and "broadcasting". Podcasting does not require an iPod; any digital

audio player or computer with the appropriate software can play podcasts. The same technique can deliver video files, and by 2005 some aggregators could play video as well as audio.⁹

What's this got to do with me? You may be asking. Jeff Beard, the LawTech Guru puts it this way: Compelling blogs + compelling Podcasts = One powerful media streaming source... As to what format or content you should provide, that's what you'll need to figure out. The best blogs are the ones that come from the heart -- what that person or group is passionate about. I'd say that goes double for podcasting... Perhaps it's just me, but Podcasting gives bloggers and others a much more *intimate* connection with their audience. It's one thing to read what I've written. But consider how much more powerful it is when you listen to what I *say*.¹⁰

FOOTNOTES

- ¹ "About Justia: What We Do." Justia.com. Copyright © 2004. Justia. 15 June 2005. <<http://www.justia.com/about.html>>.
- ² Pacifici, Sabrina. "Justia.com Launches Free Website Design Service for Lawyers and Law Firms." beSpacific. 13 December 2004. BeSpacific LLC. 15 June 2005. <<http://www.bespacific.com/mt/archives/007092.html>>.
- ³ Pacifici, Sabrina. "Auto Recall Update Website Launches." beSpacific. 15 May 2005. BeSpacific LLC. 15 June 2005. <<http://www.bespacific.com/mt/archives/008272.html#8272>>.
- ^{4 & 5} O'Keefe, Kevin. "60 Essential Free Competitive Intelligence Resources From Justia: Many via RSS." Real Lawyers Have Blogs. 12 May 2005. lexBlog, Inc. 15 June 2005. <<http://kevin.lexblog.com/rss-syndication-981-60-essential-free-competitive-intelligence-resources-from-justia-many-via-rss.html>>.
- ⁶ Calloway, Jim. "Redaction of PDF Files." Jim Calloway's Law Practice Tips Blog. 26 May 2005. TypePad. 16 June 2005. <http://jimcalloway.typepad.com/lawpracticetips/2005/05/redaction_of_pd.html>.
- ⁷ "Redaction of Information." 2 May 2005. California Northern District Court. 17 June 2005. <<https://ecf.cand.uscourts.gov/cand/faq/tips/redacting.htm>>.
- ⁸ Fishel, Dave. "PDF Redaction -- Some Q&A." PDF for Lawyers. 25 May 2005 <http://www.pdfforallawyers.com/2005/05/pdf_redaction_s.html>.
- ⁹ "Podcasting." Wikipedia: The Free Encyclopedia. 14 June 2005. Wikimedia Foundation, Inc. 17 June 2005. <<http://en.wikipedia.org/wiki/Podcast>>.
- ¹⁰ Beard, Jeff. "NextGen Blogging: Podcasting at a Glance." LawTech Guru Blog by Jeff Beard. 6 March 2005. <http://www.lawtechguru.com/archives/2005/03/06_nextgen_blogging_podcasting_at_a_glance.html>.

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